



Red Flag Signs that You Need a Website Right Now

Is your business waiting too long to set up a good website? The answer might be a resounding “yes” and you may need to get started on designing your website right away if:

- 1) Your customers are asking you where your website is. If even a few customers are asking for a website and you have to answer “Uh, we don’t have one” that is bad news. Your customers are sending you a clear message: they want you to have a website because it would be convenient for them. Honor your customers by offering them a great website with an easy-to-remember URL. They will reward you for it with more business.
- 2) You have a product or service you can sell online all over the world. If you have a product that would work as well across the country as it would across your town, and you have the ability to sell more of your product, you may be losing business by not taking your company online. If you have a service you could sell online and you can handle more customers, you too, need a website that is ecommerce-friendly. You are losing money every day you don’t have such a website.
- 3) You are interested in networking. If you want to network or reach more potential customers, a website is a must. You can link to your site from your emails, newsletters, social networking pages, and more. But you need a website first.
- 4) You are not getting as many prospective customers as you would like. Cold calling is one way to get more potential customers, but it is very time consuming – and some of that time might be better spent building your business. With a good website, you can automate lead generation. If you have a good website, you can let customers find you through search engine results, social networking sites, feeder sites, pay per click and pay per call campaigns, and much more. If you want these great marketing tools to work for you, though, you need an attractive web site.

Are you ready for a website? If you realize that you need a strong web presence, don’t settle for a mediocre site – a bad website can actually hurt your business more than no website at all. Call 3RT Productions to get started with a great website that attracts visitors and customers to your company.